

Business Plan

W.E.L.L. Systems: Real-Time Rural Water Monitoring

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BET 604 Course, University of Waterloo

MBET Program

June 24, 2016

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Executive Summary

Almost seventeen million households in North America with just under two million in Canada, get their water supplied privately (see Appendix-A). It does not come from a municipally tax supported water system and most are getting their water from deep wells. In Canada, Ontario represents 16% while the British Columbia market is 6% (see Appendix-B). With a private water supply if you turn on the tap and there's nothing, you will be on the hook for major expenses averaging between \$300-\$3000. These are incurred from emergency contractor charges and relocating the family, which is a big inconvenience. The WELL Systems' solution is to take out all uncertainties using our real-time monitoring system for water level, flow, pressure, pump motor load etc. You can track your system with colour graphs/charts and metrics that use predictive analytics sending you and email and SMS text when there's a problem. You can even have the system monitored remotely as an option.

Our target customer is the rural home/business or farm owner that realizes technology can help their lives and want peace of mind relating to their water especially with all the regional ground-source water issues taking place. Our business model has two parts: (1) We make a 55% margin on selling the products, and (2) Subscription fees for optional monitoring at a 75% margin. The base package for \$2,499 comes with a pre-programmed copyrighted touchscreen control and two sensors to connect with it. Optional sensors are only \$298 each installed. This is a 'plug-n-play' system with a very fast turnaround time from purchase to installation that our current competitors can't replicate. We specialize in real-time water monitoring and always have a complete system with various sensors in stock available for installation. We purchase our build components in bulk quantities in order to get supplier discounts and our installation time is half of our competitors, which gives us a comfortable competitive advantage over costs and timelines. Our main competitors are B2B commercial automation companies that build customized solutions for their customers and do not generally have a direct focus on real-time water supply monitoring. We are focusing on the big picture of literally hundreds of thousands of potential customers especially in problematic ground-source water regions, which are growing at a fast pace.

Our marketing strategy is to advertise in strategic trade and farm association newsletters and websites, home & cottage industry magazines and websites, go to trade shows and conventions to talk with potential customers, and blog several times a week on our company website along with guest blogging on related sites. We will also be posting relevant articles on Facebook and to LinkedIn group pages. Our expectation is to get endorsements from *Influencers* to increase our follower base and from various townships about our product and service. From our marketing push and extensive sales generation efforts we expect to be cash positive by year end, averaging over 20 system installations each month and signing at least 15 monitoring contracts per month. This pace will pick up in the second year by increasing at least 25% YoY and carry into the 3rd year with similar results while expanding operations into strategic regions.

Our team is comprised of Jeff, the Founder and CEO who has 13 years of automation and robotics system build expertise, his wife Patricia, who has over 10 years of corporate experience, a senior Director of Sales and an expert technician. The company is fully bootstrap funded for at least the first year and ready to go with a working prototype in a month and the market validation has now been completed.

1.0 Problem Definition

There are 1.8 million Canadian households and 15 million U.S. households that rely on their incoming water supply from *other* than a municipal water system. These private water supply systems can come from deep water wells, rivers or lake systems, just to name the most common ones. The problem with these types of supply systems relates to the reliability of the source and whether the homeowner can always have available clean water at their taps. Having a private water supply brings uncertainty with the water intake, it might actually stop flowing one day. In this situation the home occupants would have to spend anywhere from a few hundred to a few thousand dollars on average to rectify the no water supply issue. Major expenses arising from this problem would be for emergency plumbing contractors or well re-work drillers or both and in relocation because the family needs to have running water in their daily lives. It is a huge inconvenience not to have running water and need to pick up your stuff and family members at the spur of the moment to go live elsewhere for several days to a week.

If this situation should happen to a farm operator or a business the ramifications will be much more severe.

The main potential customer focus related to this problem would be mid to high income level, technology savvy/adopter homeowners in a rural setting that are not on a municipal water supply and any business and farm owner, also not on municipal water. These potential customers could be serviced through a network of water well drilling contractors, commercial plumbing and automation component suppliers acting as 3rd party resellers and installers. WELL Systems' own regional offices and technician teams would look after retrofits and service within a geographical range.

2.0 Solution

In order to solve the uncertainties, inconveniences, and major expenses of a business or homeowner's private water supply system not working, a potential customer needs to know what is really happening with their water supply. WELL Systems' solution is to install a real-time water supply monitoring system on the incoming water supply. This system uses connected sensors throughout the water supply for monitoring: well water levels, water flow, sediment/clarity, pump motor load (Amps), pressure, and temperature. The feedback provided from these sensors is sent to a small touchscreen control panel installed near the water supply, i.e. in the basement level or garage.

2.1 Product Uniqueness

The uniqueness about this real-time monitoring system is that the touchscreen control system is already specked out and completely programmed with optional functions built into it. All a technician has to do is install the sensors and control unit, connect them together and to power and maybe to an Internet connection, then turn on the functions. A great feature and option is to have the system connected to the Internet so when there's an impending water supply issue the customer gets notified by email and SMS. Other automation controls companies can provide this service, however, it will be very customized, expensive, and take a long time to program and debug.

3.0 Business Model

Our solution is valuable to potential customers because our systems' touchscreen will be able to notify the client about pending issues with their water supply through the built-in alarm and or optional email and SMS over the Internet. Before an alarm event, the client has the ability to look at certain screens that are setup for each installed sensor in order to historically track their water supply and predict when an emergency event might occur. This information is shown as a colour graphical chart. By taking out these water uncertainties, the customer is better prepared for an emergency event and can have a contractor come in to maintain the water system before it stops flowing. For an additional monthly subscription fee, the customer can be completely 'hands-off' and have our company monitor their control system for them and look after all procurement of service contractors if and when they are needed.

3.1 Business Partnerships

Since our target market is the rural home and business owner that's not on a municipal water system, our firm will create partnerships with water well drilling companies, commercial plumbing suppliers, and some automation component suppliers. These partners will act as 3rd party resellers, expert installation and service technicians, and can be the go-to source for emergency maintenance when required. Our belief is that 24% of new sales will come from our partners, 68% for retrofit water supply systems through our direct technical sales person, and 8% of all sales from our company e-commerce website. Our partners will receive a 6% commission and \$200-dollar installation fee for the base system consisting of two sensors.

3.2 Product Pricing

The base unit with two sensors will sell for \$2,499 installed with optional sensors being \$298 each installed. These product margins are 55% with COGS coming in at 45% and there's a 6% sales commission fee built in. The other revenue stream is a monthly subscription fee for system monitoring at \$15 per month, which has a margin of 75% and a COGS of 25% for the bulk company Internet portal services that come from a cloud-based IP service supplier. To increase the profit margins or be able to lower the system prices it will be important to work

out product manufacturer supplier contracts based on our product volume for these items. This will not be available until the company gets market traction and a large enough customer base.

4.0 Product and Technology

WELL Systems' product consists of third-party manufactured sensors that are attached/installed to the customer's water supply system. These sensors are connected into a purchased touchscreen control monitoring system that is custom programmed by WELL Systems and copyright protected. The real-time monitored screens can display all the necessary metrics in a colour graphical representation that is easy to read and use (see Appendix-C). These graphs/charts provide historical trend lines and other information that can be used for predictive analytics regarding pending problems, such as, the water level is abnormally low, the pump motor is working harder than normal and others. It is possible to monitor water levels, flow, pressure, sediment/clarity, pump motor load, and temperature depending on the client's preferences.

4.1 Technology Advantage

A key advantage over the competition is that our system is basically "plug-n-play" ready, which saves at least 50% labor time, making our real-time monitoring system much less expensive than the competitors' customized approach. A great option feature for our system is to connect it to the Internet and pay a small monitoring fee each month for peace of mind that someone is always watching your water supply system or as a basic connection it can email and SMS you if there is a problem. It is also possible to integrate the touchscreen control system with other home/office monitoring hubs, such as, Google's *NEST* automated thermostat system, any major alarm monitoring company's system or some other Smart-Home IoT type of control system.

5.0 Marketing and Sales

Once we have settled our first office in a rural area with enough potential customers in our targeted demographic, my team will personally meet with every water well drilling contractor and commercial plumbing and automation component supplier within a 150 km radius. We will negotiate the third-party reseller agreement contracts and explain everything about our real-time monitoring system along with leaving lots of detailed sales brochures for

potential customers. WELL Systems plans to increase scale by going to numerous trade shows, conventions, and home & cottage shows outside of our area where we can talk to many potential customers and resellers. Our advertising campaigns will be placed in key cottage and farm association newsletters, magazines, and on their websites, along with several trade magazines and websites. Our company will be actively blogging on our website and doing guest blogs on other related websites a few times a week initially. We will also be posting weekly to Facebook and LinkedIn group pages to make sure we get our message out there and that it is consistent. A goal of our firm is to get connected with LinkedIn Influencers to help with getting followers and receive endorsements from technology industry bloggers and various municipal township offices about our product and service. For each town where we can get some customers we want to establish a large enough saturation rate in order to receive many word-of-mouth referrals from these customers to potential new customers, which will keep our marketing costs down.

5.1 Pricing Strategy

Our pricing strategy is really quite simple, in order to be able to retain and keep employees happy and provide the company with enough funds to expand operations and broaden our geographic range, we require a higher than 50% profit margin ratio. This is definitely attainable based on expected supplier agreements and a lean but efficient work force to keep costs down along with a fairly aggressive marketing campaign. After WELL Systems has been in business for a year and acquired many customers along with a great credit score, we will partner up with a leasing company to offer our potential customers the availability of leasing the equipment instead of outright purchasing it. This will help with concerns of obsolescence and future iterations.

5.2 Sales Partnership Strategy

As mentioned in the previous section, it should be possible to negotiate a sales partnership strategy with other home/office monitoring type companies. An agreement of this nature would be a win-win situation for each partner and provide the potential for further customer valued selling with fees for each partner. Allowing disparate customer monitoring

systems to be integrated will make operations much less complex for the customer and end user, therefore, hopefully a happier customer.

For our product distribution, the regional offices will keep stock of pre-programmed touchscreen controls and sensors. When one of our third-party resellers places an order through our company website portal we will immediately send out the complete system to them with an invoice.

6.0 External Environment and Competition

6.1 P.E.S.T. Analysis

This P.E.S.T. Analysis is based on starting the WELL Systems business venture.

Political – The political climate in North America is quite stable. Canada recently elected a Liberal majority government and it looks like the U.S.A. will probably re-elect a Democrat into office this November. Less political uncertainty is generally good for starting new ventures and both sides of the border are now leaning towards helping small business hire workers through tax credits and lower business tax rates.

Economic – The North American economies have done quite well over last few years and many jobs have been created throughout most sectors. This has produced more positive public and market sentiments as confidence builds up after the fallout during the financial crisis years from 2009-2011. There are some worries of a mild recession appearing within the next couple of years as the business cycle reaches a peak. New businesses should be wary of this and make sure not to expand too fast while keeping as much of a cash buffer as possible.

Social – Because the economy has been doing a lot better recently and many jobs have been created, the majority in SME's, potential customers have more disposable income and confidence for making purchasing decisions. There has been a lot of media hype regarding the depletion of ground-source water in many regional areas and numerous home/business owners have run into problems with their water supply. The public is now thinking differently in many regions about their water system with many concerns and these areas are great places to initially target potential customers.

Technology – We are in the midst of a massive technological revolution due to the speed of innovation, the Internet, and subsequently everything happening with IoT. There are now more Millennials working than Baby Boomers, which bodes well for the tech. sector since they now have the means to purchase more technology products and are generally early adopters having grown up during the technology boom. There has never been a better time to start a technology based business venture, ever!

6.2 Main Competitors

I have identified numerous incumbent competitors as follows:

(1) Tulsar Controls – This Kitchener area control system integrator builds customized control system solutions with varying purposes including commercial well water monitoring or municipal water systems. Tulsar provides water monitoring control systems for commercial farms and other businesses in Bradford, Ontario and the surrounding region. The need for this service is, however, infrequent.

(2) In-Situ Inc. – They are experts in commercial/industrial water monitoring for clients. They have a U.S. based manufacturing facility where they build sensors and control systems in Fort Collins, Colorado. In-Situ has numerous U.S. control system integrators who purchase, install, and monitor In-Situ control systems as a 3rd party integrator.

(3) General Electric – GE has a lot of high-end water related monitoring equipment and filtering products along with numerous resources including water systems integration specialists. Their Canadian Water & Process Technologies office is in Oakville, Ontario and through this division there are various water related monitoring products including: filters, control systems and monitoring systems. Basically, you just pick the components you need with a business representative and hire an integrator who knows about control systems to put it all together or GE can also provide this service.

(4) The VLS Group – This Concord, Ontario area company provides customized turn-key automation control system solutions and does not have to be B2B specific. It is my opinion that VLS would not have any difficulty providing individual customers with a system that monitors water at a somewhat reasonable cost.

(5) Brican Automated Systems – They have worked out of their Brampton, Ontario office for fifteen years building various automated process machinery at all levels of complexity. If a customer would ask Brican AS to build them a water monitoring system, it would get done eventually but probably as a side job and at much higher cost.

6.21 Competitive Matrix

Feature	W.E.L.L. Systems	Tulsar Controls	Brican AS	In-Situ Inc.	GE	VLS Group
Low Cost Solution	√	X	X	X	X	√
Fast Turn-Around Time	√	X	X	X	X	√/X
Monitoring Availability	√	√	X	X	√	X
Dedicated Water Div.	√	X	X	√	√	X
Predictive Analytics	√	√	√	X	X	X
Integratable with Others	√	X	X	√	√	X

7.0 Management Team

Our team is comprised of several seasoned experts in their fields. Jeff, the founder and CEO, has thirteen years of experience building customized automated control solutions in a high-speed high volume manufacturing setting. Jeff graduated from Humber College in Industrial Control Systems back in the mid-90’s, recently went back to school to complete an honours Bachelor of Business Administration degree, and has now just completed a Master’s of Business, Entrepreneurship & Technology graduate degree from the University of Waterloo. He will look after business development, company finances, and assist with human resources and sales. Jeff’s Wife, Patricia, is Administration Manager, Chief Marketer, and responsible for Social Media Marketing. She graduated with an honours of Fine Arts degree and worked for various top-rated magazines for ten years before working a few years in Corporate Organizational Development at a large organization. Our firm’s immediate hires will be a full-time Director of

Sales and a full-time Automation Technician for installation and service. Further out in 18 months or so I can see hiring a separate Director of Marketing and some more Automation Technicians as the company progresses and increases our installed base of systems.

8.0 Financial Projections & Cash Flow Forecast

The business venture will start off being bootstrapped by the founder for at least the first year, at around \$125,000. After the first year it is predicted the business will start making a profit as indicated in the Sales & Cash Flow spreadsheets to follow. As the business increases the range of its customer base it will be necessary to expand and open up branch offices. This will probably take place after the second year of operations and at this point we will be looking for a VC investor to help with our expansion plans. To breakeven the firm needs to sell an average of six units for new construction (Wells), 14 control retrofits on older supply systems, 17 optional installed sensors, and a minimum of 13 monitoring contracts per month.

8.1 Monthly Cash Flow Forecast Spreadsheet

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Monthly Cash Flow Forecast													
Revenue													
(1) Monitoring System (base)	22491	32487	42483	42483	52479	59976	49980	47481	59976	49980	44982	37485	542283
(2) Additional Sensor Options	2384	3576	4470	4768	6258	6556	5364	5066	6556	5364	5066	4172	59600
(3) Online Monitoring Pkg.	1080	1440	1980	2520	2520	3600	3080	2160	2880	2880	2340	1620	28080
Gross Revenue	25955	37503	48933	49771	61257	70132	58404	54707	69412	58224	52388	43277	629963
(8) Cost of Goods Sold	11464	16588	21624	21893	27062	30839	25670	24186	30659	25625	23107	19151	277867
Net Revenue	14491	20915	27309	27878	34195	39293	32734	30521	38753	32599	29281	24126	352096
Operating Expenses													
(9) Sales	4421	5114	5800	5850	6539	7072	6368	6146	7029	6357	6007	5461	72166
(10) Automotive	825	825	825	825	825	825	825	825	825	825	825	825	9900
(11) Salaries	15750	15750	15750	15750	15750	15750	15750	15750	15750	15750	15750	15750	189000
(12) Marketing	300	300	7300	300	300	300	300	300	300	7300	300	300	17800
(13) Administration	4215	4215	4215	4215	4215	4215	4215	4215	4215	4215	4215	4215	50580
(14) Professional Fees	0	0	700	0	0	850	0	0	350	0	0	850	2750
(15) Bank Fees	50	50	50	50	50	50	50	50	50	50	50	50	600
Total Expenses	25561	26254	34840	26990	27679	29062	27508	27286	28519	34497	27147	27451	342596
Net Profit (Loss)	(11070)	(5340)	(7331)	888	6516	10231	5226	3234	10234	(1898)	2134	(3324)	9500
Add: Opening Cash	5000	13930	8590	1260	2147	8663	18894	14120	17354	27588	25690	27824	
Add: Shareholder Loan	20000	0	0	0	0	0	(10000)	0	0	0	0	(10000)	0
Total Cash Available	13930	8590	1260	2147	8663	18894	14120	17354	27588	25690	27824	14500	

8.2 Cash Receipts Spreadsheet

Sales & Cash Flow Forecast														
Home Insert Page Layout Formulas Data Review View														
M25 X ✓ fx 15														
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	CASH RECEIPTS:	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
2														
3	(1) Monitoring System (base)	\$0												
4	Number of Products Sold	9	13	17	17	21	24	20	19	24	20	18	15	217
5	Product Price	2499	2499	2499	2499	2499	2499	2499	2499	2499	2499	2499	2499	2499
6	Totals	22491	32487	42483	42483	52479	59976	49980	47481	59976	49980	44982	37485	542283
7														
8	Notes:													
9	The base system comes with													
10	two sensors; water level and													
11	pump motor load sensors.													
12														
13	(2) Additional Sensor Options	\$0												
14	Number of Products Sold	8	12	15	16	21	22	18	17	22	18	17	14	200
15	Average Unit Price, Installed	298	298	298	298	298	298	298	298	298	298	298	298	298
16	Totals	2384	3576	4470	4768	6258	6556	5364	5056	6556	5364	5056	4172	59600
17														
18	Notes:													
19	Additional water system sensors													
20	added to the base model for													
21	monitoring other system functions.													
22														
23	(3) Online Monitoring Pkg.	\$0												
24	Additional Monthly Clients	6	8	11	14	14	20	17	12	16	16	13	9	156
25	Monthly Package Fee	15	15	15	15	15	15	15	15	15	15	15	15	15
26	Multiply by 12 months	12	12	12	12	12	12	12	12	12	12	12	12	12
27	Monthly Totals	1080	1440	1980	2520	2520	3600	3060	2160	2880	2880	2340	1620	28080
28														
29	Notes:													
30	Optional online monitoring and													
31	remote access fee.													

8.3 Expenses Spreadsheets

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
EXPENSES:													
(8) Cost of Goods Sold	45%												
(1) Monitoring System (base)	10121	14619	19117	19117	23616	26989	22491	21366	26989	22491	20242	16968	244027
(2) Additional Sensor Options	1073	1608	2012	2146	2816	2950	2414	2280	2950	2414	2280	1877	25820
(3) Online Monitoring Pkg.	270	360	495	630	630	900	765	540	720	720	585	405	7020
Monitoring COGS	25%												
Total COGS	11464	16588	21624	21893	27062	30839	25670	24186	30659	25625	23107	19151	277867
Notes:													
Wholesale purchased parts & bulk internet portal services.													
(9) Sales	6%												
Salaries*	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Sales Commissions *	1557	2250	2936	2996	3675	4208	3504	3282	4165	3493	3143	2597	37798
3rd Party Installations	864	864	864	864	864	864	864	864	864	864	864	864	10368
Total	4421	5114	5800	5850	6539	7072	6368	6146	7029	6357	6007	5461	72166
Notes:													
*One sales person; from gross sales + a base salary. Installs based on avg. month at 24% x \$200 ea.													
(10) Automotive													
Fuel	270	270	270	270	270	270	270	270	270	270	270	270	3240
Lease	325	325	325	325	325	325	325	325	325	325	325	325	3900
Mileage, Sales	230	230	230	230	230	230	230	230	230	230	230	230	2760
Total	825	825	825	825	825	825	825	825	825	825	825	825	9900
Notes:													
Lease one multi-purpose van + have one owned car.													
(11) Salaries													
Management	6500	6500	6500	6500	6500	6500	6500	6500	6500	6500	6500	6500	78000
Office	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	48000
Technicians	5250	5250	5250	5250	5250	5250	5250	5250	5250	5250	5250	5250	63000
Total	15750	15750	15750	15750	15750	15750	15750	15750	15750	15750	15750	15750	189000

EXPENSES:	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
[12] Marketing													
Advertising	250	250	250	250	250	250	250	250	250	250	250	250	3000
WebSite	50	50	50	50	50	50	50	50	50	50	50	50	600
Trade Shows	0	0	7000	0	0	0	0	0	0	7000	0	0	14000
Total	300	300	7300	300	300	300	300	300	300	7300	300	300	17600
[13] Administration													
Rent	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	48000
Cell Phones	150	150	150	150	150	150	150	150	150	150	150	150	1800
Office Supplies	85	85	85	85	85	85	85	85	85	85	85	85	780
Total	4215	4215	4215	4215	4215	4215	4215	4215	4215	4215	4215	4215	50580
[14] Professional Fees													
Accounting	0	0	700	0	0	350	0	0	350	0	0	350	1750
Legal	0	0	0	0	0	500	0	0	0	0	0	500	1000
Total	0	0	700	0	0	850	0	0	350	0	0	850	2750
[15] Bank Fees													
Bank Charges	50	50	50	50	50	50	50	50	50	50	50	50	600
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	50	50	50	50	50	50	50	50	50	50	50	50	600

The first year cash flow forecast is for net revenue to end up at \$352,096 with total expenses of \$342,596. The average net monthly revenue will be \$30,000 with end of the year cash available being \$9,500 after paying a loan back to the founder.

9.0 Current Status & Next Stage Funding

The current status of this business venture is that of being completely bootstrapped for the first year with up to \$125,000 in funding from the founder's savings. An operating prototype can be presented to potential partners and customers within a month and the initial market validation has been completed. There are currently two large rural communities in B.C. who are very interested in beta testing our product and one in mid California. WELL Systems

will not require any further funding injections until after the second year of operations when management will have a better idea on which regions to expand into. After two years we may need a VC investment of around \$250,000 to help fund the company's expansion plans and hire some more employees. It could be a good idea to find a business partner instead of obtaining VC funding to bring in the required funds along with some expert business assistance.

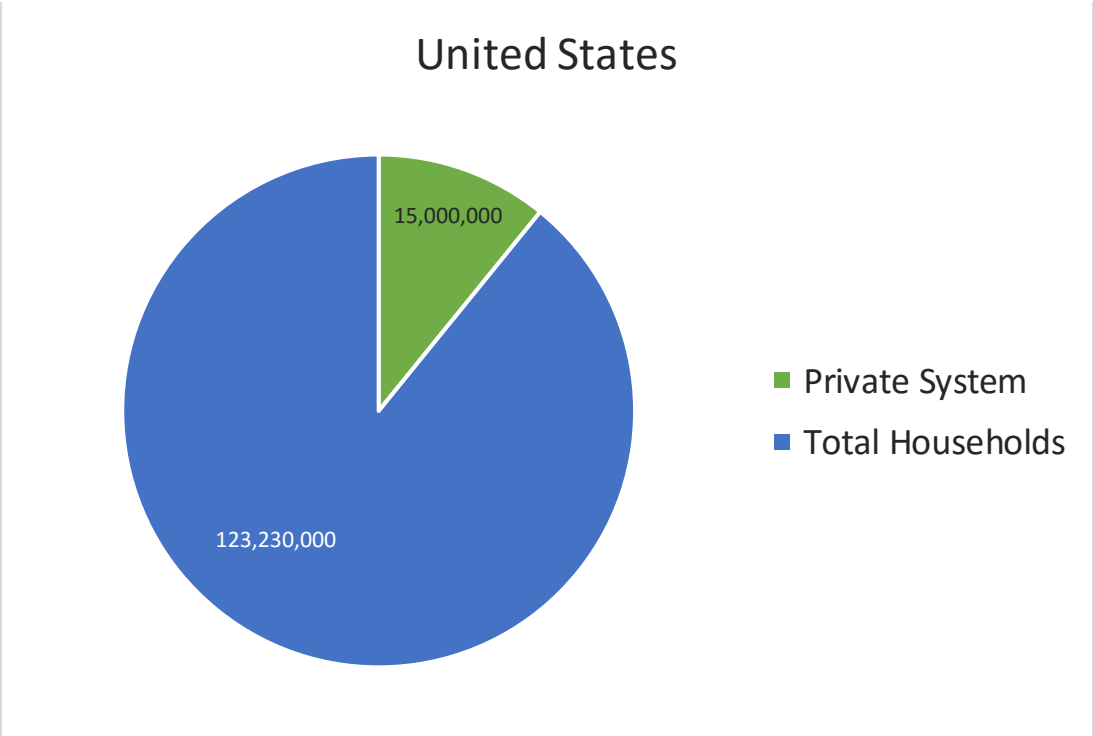
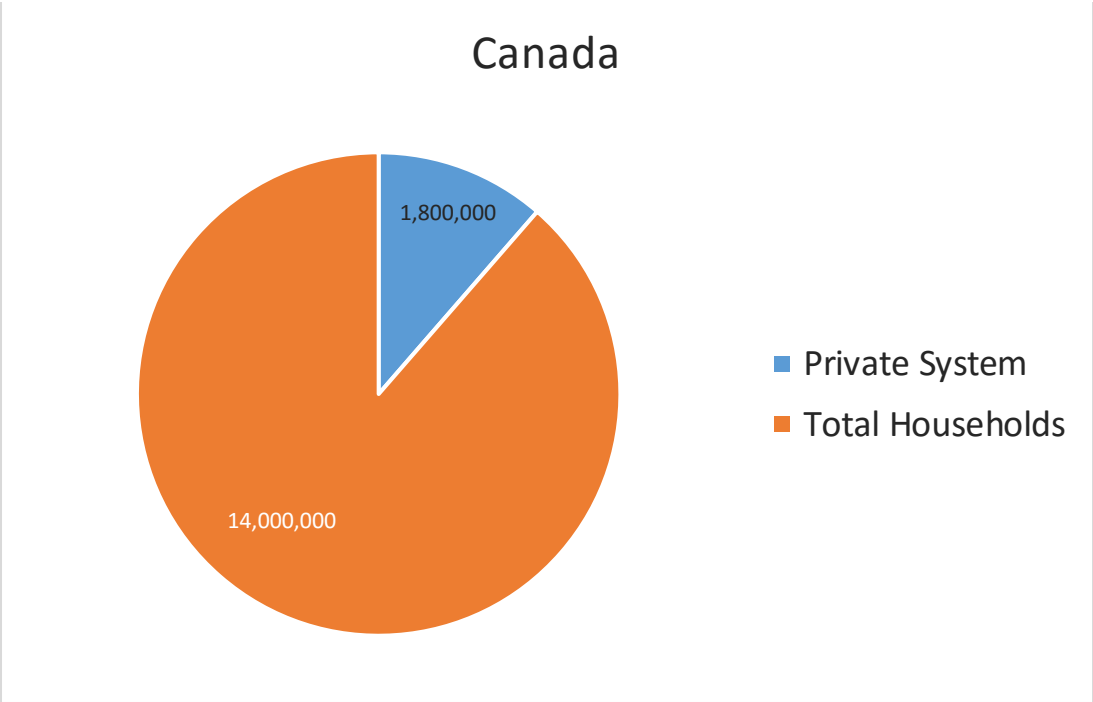
10.0 Risk Analysis and Table

Here are some critical success factor statements to identify what must be done in order for the business to be successful and maximize the opportunities available:

1. Sell a minimum 24 systems on average per month + 15 monitoring contracts.
2. Gain a minimum 100 verifiable new sales leads for potential customers monthly.
3. At least 12% increased cash flow month-over-month, then 18% after 1st year.
4. Gain several systems' integration sales partnerships with monitoring companies.

Type of Risk	Risk	Mitigation Strategy
Product Risk	Control system has many issues, too buggy or complex	Bring in a hired gun to figure it all out ASAP; listen intently to customer feedback
Market Adoption Risk	Customers aren't purchasing the system; not too interested	Market research is done, we know where to go for customers
Market Size Risk	Smaller sized market than anticipated initially	There is a massive N.A. market, we'll find places to expand
Competitive Risk	New entrants come into market & other copy product	We have great service, and can innovate the product to add value
Financing Risk	May not be able to keep financing the business or get funds for expansion	We have various financing scenarios available; could expand into other sectors
Execution Risk	Management team is novice for new ventures	A couple of our key hires aren't and we have a huge network to feed off of for assistance

Appendix A: Canada and U.S. Private Water Systems, Chart



Appendix B: Main Canadian Household Water Source, Table

Main Source of Household Water—Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Municipal water supply	94	81	79	84	87	49	99	94	95	99	95	74	85	83	76	85	79	98	87	30
Private well	6	18	21	16	13	51	1	5	5	1	5	26	15	17	24	15	21	2	13	70

2014 n=2,074

What is your main source of household water?



Appendix C: Touchscreen Controller Units

Unitronix Colour HMI Touchscreen:



Omega HMI Touchscreen:

